



## **Dairy Iowa Meeting to Offer Communications Workshop for High School and College Students**

Do you know any high school or college age students who are interested in improving their communications skills and becoming more effective advocates for dairy farmers? Invite them to the 2015 youth workshop to be held in conjunction with the 2015 Dairy Iowa meeting on June 2 at Heartland Acres Agribition Center in Independence, Iowa.

The interactive Dairy Communications Boot Camp will be led by Sherry Newell, senior communications manager at Midwest Dairy Association. She will share strategies for telling your own dairy story, handling tough questions and difficult-to-explain topics, and provide tips for media interviews. She will also provide an overview of dairy opportunities in social media and provide students a chance to practice their new skills.

Workshop attendees will join the Dairy Iowa meeting to recognize Midwest Dairy Association and Iowa State Dairy Association scholarship winners, and hear two top-notch speakers.

Mike Pearson, host of Iowa Public Television's Market to Market syndicated television program, will speak about opportunities in agriculture. Molly Pelzer, senior vice president of health and wellness at Midwest Dairy Association, will share opportunities to be a Champion for Dairy in your community and beyond.

The workshop and Dairy Iowa meeting are free, and include lunch and refreshments. Registration begins at 9:30 a.m., with the workshop from 10:00 a.m. to 2:00 p.m. The annual orientation session for new county and association dairy princesses will be held from 2:00 to 3:00 p.m.

Please register for the communications workshop by May 27 by calling 712-551-7918 or emailing [lmphilips@wildblue.net](mailto:lmphilips@wildblue.net).